

## Sample Schedule

Wednesday: Email #1 – Primer Email  
Send this email at 1pm

Friday: Email #2 – The Testimony Email  
Send this email at 10am

Sunday: Email #3 – The Sale Driver Email  
Send this email at 2pm

Monday: Email #4 – The Deadline Driver Email  
Send this email at 9am

Monday: Email #5 – The Deadline Closer Email  
Send this email 5pm

## 4-Day Membership Generator Email #1 – Primer Email

Subject Line: quick question

Body Copy:

Hey [first name],

Quick question for you:

What obstacle are you facing in your membership business?

Scott

P.S. Why am I asking? Well I'm doing a survey and would like to include your reply. It's completely anonymous, so don't worry.

Scott Whitaker,  
Membership Expert &  
Founder of Membership Multipliers

BLANK TEMPLATE:

Subject Line: quick question

Body Copy:

Hey [first name],

Quick question for you:

What obstacle are you facing in [INSERT THEIR PAIN POINT]?

[YOUR NAME]

P.S. Why am I asking? Well I'm doing a survey and would like to include your reply. It's completely anonymous, so don't worry.

[YOUR SIGNATURE BLOCK]

## 4-Day Membership Generator Email #2 – Testimony Email

Subject Line: And then this happened...

Body Copy:

[First Name], the other day I heard from Todd Tramonte who really needed help.

He was dealing with a decline in his membership and it was causing him to lose money, provide less for his members and keep his membership from growing.

He was afraid that members would start quitting, his churn rate would spike and he'd have to make some tough decisions that would impact his staff. He definitely didn't want to have those conversations.

Luckily, after chatting with me briefly he realized that he could triple his membership and get more members paying him more money.

I realized that there may be a number of people that are either in a similar situation or know someone who is which is why I created the "Triple Your Membership in 21 Days... And Do It Over and Over Again Toolkit."

The toolkit not only eliminates the decline of your membership but it will also catapult the growth of your membership business, creating a constant new stream of members.

So, if you or anyone you know is interested in tripling your membership simply [click here](#) for all the details.

Let's multiply your membership,

Scott

P.S. I've put together a special on this that's only good for the next three days. You'll get everything when you [click here](#) but this does end on Monday, July 30<sup>th</sup>.

Scott Whitaker,  
Membership Expert &  
Founder of Membership Multipliers



## BLANK TEMPLATE

Subject Line: And then this happened...

Body Copy:

[Their Name], the other day I heard from [person's name that you helped] who really needed help.

They were dealing with [some kind of problem that you can solve] and it was causing [the various negative things associated with that problem].

They were afraid that [list future outcomes of what could happen if they continued down the path that they were on] and they definitely didn't want that.

Luckily, after chatting with me briefly they realized that they could [positive outcomes after working with you] and this could all happen in just [give a time frame].

I realized that there may be a number of people that are either in a similar situation or know someone who is which is why I created the [name of your special promotion].

The [special promotion] not only eliminates [the things your offer overcomes] but it also [list positive outcomes people get from getting your promotion.]

So, if you or anyone you know is interested in [big transformation that they get from your product or service] simply click here for all the details.

Best,  
[Your Name]

P.S. I've put together a special on this that's only good for the next three days. You'll get everything when you click here but this does end on [give date].

## 4-Day Membership Generator Email #2 – Testimony Email

**NOTE: This is a second sample of the “Email #2 – Testimony”**

Subject Line: (contact name), you ready?

Body Copy:

[Their Name], are you ready to triple your membership?

Triple your membership = \_\_\_\_\_.

What goes in the blank for you?

Is it more money?

More freedom?

Better membership business?

More staff?

Greater effectiveness?

or

ALL OF THE ABOVE

That's are just some of the results that people have gotten from the “Triple Your Membership in 21 Days” Toolkit.

*“In just 60 days, my membership group by 43%. Plus, I raised my prices by 46%!” – Jeannette K.*

*“I was able to get more members just by adding more levels of membership.” – Stacy R.*

*“We were able to be more profitable just by adding additional services that our members pay for outside of their membership.” – Mike A.*

*“Scott Whitaker is a membership master! He gave me two tips in under five minutes that helped double our membership revenue. Double! No bull, it is twice what it was and climbing.*

*Scott is battle tested and knows his stuff. Get his toolkit, but only if you want to grow!*

*– Todd T.*

These are just some of the ways I've been able to help others multiply their membership and money.

With this toolkit, you'll:

- Discover the #1 way to grow your Membership fast that nearly everyone overlooks. Do this ONE thing and you'll increase your membership revenue by thousands of dollars in just a month or two.
- The "R.B.A. Method" that'll virtually eliminate churn in your membership so that once someone joins, they stay. Miss this step and you'll be losing members as quickly as you bring them in!.
- Get the 3X Formula to triple your membership using a system so simple you'll slap yourself in the head for not having thought of it.
- 5 Proven Membership Offers you can use right out of the box that'll attract members like "bees to honey" and have an outcome just as sweet!
- 19 places to find your ideal members checklist. Go through this and the battle is already half way won.
- The "Never-Been-Easier" 10 Line Offer Formula so once you've attracted leads, you effortlessly turn them into cash-paying members.
- Everything is delivered in a "paint-by-numbers" format online via video, transcripts, templates and checklists available to you for life!

This opportunity **ENDS MIDNIGHT, TOMORROW, Monday, July 30th**

I have a limited number of spots available. And once the deadline hits, it's over.

[Click here to get your copy and get all the bonuses!](#)

Let's increase your membership,

Scott

P.S. You've got nothing to lose. ***You have a 100% Satisfaction Guarantee!*** Go through the [Triple Your Membership Toolkit](#). If you don't discover how to multiply your membership and money, let me know and you will get an immediate refund.

Plus, you get to keep everything you received with your FREE two month test-drive of the Membership Business Builder Coaching Network.

[Just click here](#) to get your copy now!

Scott Whitaker,  
Membership Expert &  
Founder of Membership Multipliers





## 4-Day Membership Generator Email #3 – Sales Driver Email

Subject Line: Triple your membership when you do this...

Body Copy:

[First Name], you recently received a message about the “Triple Your Membership in 21 Days... And Do It Again & Again” Toolkit which eliminates the struggle of membership decline and instead gives you a constant stream of new members signing up for your program.

AND... you don't have to spend another dime on marketing.

You can get all of this now with the “Triple Your Membership in 21 Days... And Do It Again & Again” Toolkit.

This is for you if you're looking to get more members than ever before, keep them longer and get them paying you more as well as eliminate cancellations marketing headaches.

To get your “Triple Your Membership in 21 Days... And Do It Again & Again” Toolkit just click [here](#).

Let's multiply your membership!

Scott

P.S. When you get the “Triple Your Membership in 21 Days... And Do It Again & Again” Toolkit before midnight Monday you'll also get “15 Membership Multipliers” that will give you even more tools to get more members and keep them from quitting. Don't miss out and lose “15 Membership Multipliers”, simply click [here](#) now.

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Membership Expert &  
Founder of Membership Multipliers

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Subject Line: Get [outcome of product] when you do this...

Body Copy:

[Their Name], Yesterday I sent you a message about [your promotion] which eliminates [problem they currently have] and instead [positive outcomes they receive].

AND... [other positive about your product or service offering]

You can get all of this now with [name of product or service].

This is for you if you're looking to [state 3 positive outcomes they get] as well as eliminate [biggest issue they want to solve].

To get your [name of promotion] just click here.

Best,  
[Your Name]

P.S. When you get [name of promotion] before midnight tomorrow you'll also get [list out the bonus]. Don't miss out and lose [bonus], simply click here now.

## 4-Day Membership Generator Email #4 – Deadline Driver

Subject Line: [Bonus] disappears at midnight!

Body Copy:

Hey (Name),

For the past couple of days, I've been telling you how you can make triple your membership and create a constant stream of new members.

Today though you're going to get the best news yet.

When you invest in the "Triple Your Membership in 21 Days... And Do It Again & Again" Toolkit by midnight tonight, you'll not only get everything you need to triple your membership, but you'll get something I've NEVER offered before.

Through midnight tonight, when you click here and get started you'll also get a FREE 30-minute, "Fast Implementation Call".

You'll gain even more tools to multiply your members and get an expert working on your membership business alongside you.

Imagine taking the guesswork out of your membership business. No longer stagnant and declining.

Anyhow, if you're interested in getting more members, helping more people and you want a "Fast Implementation" Call then click here before this offer disappears at midnight.

Can't wait to talk to you then!

Scott

P.S. Please don't call me, write me or find me on social media after midnight begging to get this deal. I believe in 100% integrity and I can't do anything that goes against that. So if you want "Triple Your Membership in 21 Days... And Do It Again & Again" Toolkit and all the bonuses make sure to click here now.

Scott Whitaker,  
Membership Expert &  
Founder of Membership Multipliers



## BLANK TEMPLATE

Subject Line: [Bonus] disappears at midnight!

Body Copy:

Hey (Name),

Two days ago, I told you how you can make [positive outcomes of your program].

Yesterday you got a message from me offering the [name of promotion] and how it'll eliminate [problems your offer solves] in just [timeframe.]

Today though you're going to get the best news yet.

When you invest in [name of product or service] by midnight tonight, you'll not only get the [big transformation they'll receive], but you'll get something I've NEVER offered before.

Through midnight tonight, when you click here and get started you'll also get [describe your bonus and the outcomes.]

Imagine [all the positives from your bonus].

Anyhow, if you're interested in [positives from your product or service] and you want [bonus] then click here before this offer disappears at midnight.

Can't wait to see you there,  
[Your Name]

P.S. Please don't call me, write me or find me on social media after midnight begging to get this deal. I believe in 100% integrity and I can't do anything that goes against that. So if you want [promotion] and [bonus] make sure to click here now.

## 4-Day Membership Generator Email #5 – Deadline Closer

Subject Line: bad news... :(

Body Copy:

Yes, I've got some bad news... :(

Tonight at MIDNIGHT the investment for the “Triple Your Membership in 21 Days... And Do It Again & Again” Toolkit DOUBLES!

Last year I told people we were going to double prices, and I don't think they believed me. The next day we got hundreds of emails from angry people who didn't believe me.

This is the deal... I've been talking about “Triple Your Membership in 21 Days... And Do It Again & Again” Toolkit now for the past couple of days.

NOW is the time to take the leap of faith...

This toolkit will be a turning point in your membership business and your profits...

But only if you're pick it up.

If you try to sign up tomorrow, the price will have DOUBLED...

Do yourself a favor, and go get your toolkit NOW!

Together, let's increase your membership!

Scott

P.S. You've got nothing to lose. ***You have a 100% Satisfaction Guarantee!*** Go through the Triple Your Membership Toolkit. If you don't discover how to multiply your membership and money, let me know and you will get an immediate refund.

Plus, you get to keep everything you received with your FREE two month test-drive of the Membership Business Builder Coaching Network.

Just click here to get your copy now!

Scott Whitaker,  
Membership Expert &

Founder of Membership Multipliers  
BLANK TEMPLATE

Subject Line: bad news... :(

Body Copy:

Yes, I've got some bad news... :(

Tonight at MIDNIGHT the investment for the [INSERT YOUR OFFER] DOUBLES!

Last year I told people we were going to double prices, and I don't think they believed me. The next day we got hundreds of emails from angry people who didn't believe me.

This is the deal... I've been talking about [INSERT YOUR OFFER] now for the past couple of days.

NOW is the time to take the leap of faith...

This resource will be a turning point in your [FILL IN THE BLANK] and your [FILL IN THE BLANK]...

But only if you're pick it up.

If you try to sign up tomorrow, the price will have DOUBLED...

Do yourself a favor, and go get your copy NOW!

Together, let's [INSERT OUTCOME]!

[YOUR NAME]

P.S. You've got nothing to lose. **You have a 100% Satisfaction Guarantee!** Go through the [YOUR OFFER]. If you don't discover how to [INSERT OUTCOME], let me know and you will get an immediate refund.

Plus, you get to keep everything you received with your purchase [DESCRIBE WHAT THEY BOUGHT].

Just click here to get your copy now!

[YOUR SIGNATURE BLOCK]

## Sample Sales Pages

<https://ir337.infusionsoft.app/app/orderForms/Web-Triple-Membership-Toolkit>

<https://ir337.infusionsoft.app/app/orderForms/15-Membership-Multipliers-Website>

<https://ir337.infusionsoft.app/app/orderForms/Why-People-Quit-Your-Membership-Program--What-You-Can-Do-About-It-Copy>

<https://membershipmultipliers.com/coaching/>